

EAT HEALTHY
+ PLAY HARD



= SMART STUDENTS

A Formula for Creating
Healthy School Environments and
Improving Academic Performance
through Coordinated School Health Teams



CONFERENCE:

Thursday, March 10, 2005

MICHIGAN ACTION FOR HEALTHY KIDS COALITION MEETING:

Friday, March 11, 2005

Grand Traverse Resort, Acme, MI

SPACE IS LIMITED! REGISTER EARLY!

EARLY REGISTRATION DEADLINE:

January 24, 2005

Presented by:

Michigan Department
of Community Health



UDIM

UNITED DAIRY INDUSTRY OF MICHIGAN

In collaboration with:



CONFERENCE REGISTRATION INFORMATION



A Formula for Creating
Healthy School Environments and
Improving Academic Performance
through Coordinated School Health Teams

Thursday,
March 10, 2005
Grand Traverse
Resort

The Conference

Creating healthy school environments continues to be a goal in Michigan. Schools can improve the health and academic performance of their students by using coordinated school health teams to focus on improving the school environment and policies related to healthy eating and physical activity. The presenters and collaborative partners have joined forces to provide this unique opportunity for the third consecutive year, to understand the benefits of a healthy school environment.

GENERAL INFORMATION

Who Should Attend?

- ✓ School district officials, including administrators, superintendents, and school board members
- ✓ School building personnel, including principals and teachers, especially health and physical education teachers, school nurses, psychologists and counselors
- ✓ School food service personnel, including dietitians
- ✓ PTA/PTO leaders
- ✓ Public health professionals
- ✓ Community partners in health and education
- ✓ Local and state government officials

Continuing Education Credits

For information on continuing education credits for teachers, registered dietitians, food service administrators and health care personnel, please call 517-663-5147 or e-mail Diane Drago at DMSdiane@concentric.net for additional information.

Location

The conference will be held at the Grand Traverse Resort in Acme, Michigan (just outside Traverse City). The Grand Traverse Resort is located at 100 Grand Traverse Boulevard in Acme, Michigan. See page 8 for directions or go to www.grandtraverseresort.com for additional information.

Hotel Guest Room Information

- ✓ A block of guest rooms in the hotel section of the Grand Traverse Resort has been reserved for the nights of March 9 and 10, at the rate of \$65 plus 8% tax and a daily resort fee of \$8.95 per room (single or double rate).
- ✓ The Resort will extend this rate for the nights of March 11 and 12 if you wish to stay through the weekend.
- ✓ **You must use the hotel form in this brochure to make your reservation.** Telephone reservations will not be accepted. Reservations made on-line will NOT honor the conference rate.
- ✓ The conference rate is only guaranteed through **February 9, 2005**. You need to make your reservations by February 9, or the room rate may increase.
- ✓ **Please read the hotel registration form carefully for all fees and terms, especially cancellation procedures.**

Registration Rates – Faxed registrations are acceptable.

Registration fees include (1) attendance at all conference sessions; (2) a healthy breakfast and lunch; (3) healthy breaks; (4) access to the exhibit area; and (5) program materials.

- ✍ **Early Registration: By January 24, 2005:** \$75 per person
- ✍ **Late Registration: After January 24, 2005:** \$125 per person
- ✍ **Special Rates for School District Teams of FOUR (4) or more people!**

ONLY school districts can qualify for a special Team Discount. Teams should include at least one school board member, one administrator, and either two other school staff members (school nurse, teacher, dietitian, food service staff, psychologist, or counselor), OR one school staff member and one PTA/PTO leader.

School District Team Rates:

- ✍ **By January 24, 2005:** \$65 per person
- ✍ **After January 24, 2005:** \$115 per person

Sorry, but groups from other organizations or groups of students do not qualify for the School District Team rates.

Cancellation Policy

Full refunds—less a \$15 processing fee—are available for cancellations RECEIVED IN WRITING BY THURSDAY, MARCH 3, 2005. NO REFUNDS ARE AVAILABLE AFTER MARCH 3, 2005, FOR ANY REASON. Please note that once a registration form is submitted and the March 3 deadline has passed without a notice of cancellation, the individual is considered liable for the registration fee whether or not he/she attends the conference.

For More Information on...

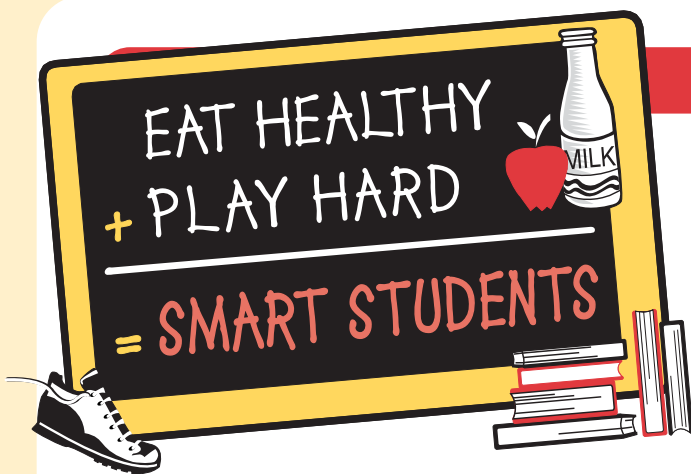
For additional information on registration, sponsorship and exhibits, contact Diane Drago at Diversified Management Services at 517-663-5147 (voice); 517-663-5245 (fax); or DMSdiane@concentric.net. Information is also available at: www.emc.cmich.edu

FEATURED SPEAKERS

Dayle Hayes, MS, RD, President, Nutrition for the Future, Billings, Montana, will return to the conference to present the opening remarks and conduct two workshops on “Making It Happen.” Ms. Hayes presented at the first Eat Healthy + Play Hard Conference and we are pleased to welcome her back. She is an award-winning author, educator and nutrition coach. She brings a delightful blend of practicality and pizzazz to everyday nutrition advice. Ms. Hayes writes a weekly newspaper column and appears frequently on television and radio as a nutrition expert. From 1994 to 1998, Ms. Hayes served on the American Dietetic Association Board of Directors. She also is a media spokesperson and past president of the Montana Dietetic Association.

Lisa Silverberg, MA, Principal, Process Matters, LLC, of Silver Spring, Maryland. She is an organizational development consultant specializing in meeting facilitation, capacity building, leadership and team development, and strategic and project planning. Ms. Silverberg works with individual organizations, as well as inter-agency partnerships, collaborations and coalitions. Her clients have included the Action for Healthy Kids Coalition, national nonprofits, nonprofit direct service organizations, unions, trade associations, technology and management support organizations and foundations.

Prior to founding Process Matters, Ms. Silverberg worked in higher education and direct advocacy work, and then became the National Training Director at HandsNet, a nonprofit providing Internet tools and training to human services organizations across the country. Ms. Silverberg will facilitate the morning Team Building general session and will conduct two workshops.



CONFERENCE AGENDA

Thursday, March 10, 2005
Grand Traverse Resort

The conference registration desk will be open on Wednesday, March 9, from 4:30 to 7:30 p.m. for pre-registered participants to pick up materials.

Thursday, March 10, 2005

6:30 a.m.

Wellness Activity—Join us for some early morning physical activity!

7:30 a.m.

Registration, Healthy Breakfast and Exhibits

8:30 a.m.

Welcome and Opening Plenary Session: Teaming Up for Healthy, Active Schools!

*Dayle Hayes, MS, RD, President
Nutrition for the Future, Inc., Billings, MT*

Returning to this conference, Dayle Hayes will set the stage for the day. She will briefly discuss how schools can improve their students health and academic performance by using coordinated school health teams to focus on improving the school environment and policies related to healthy eating and physical activity.

9:00 a.m.

Healthy Teams for Healthy Schools

*Lisa Silverberg, MA, Principal
Process Matters, LLC, Silver Spring, MD*

"Not another meeting!" Who hasn't had that thought? Simply gathering people does not make a "team" or lay the groundwork for a successful meeting. Good teams meet well AND they do more than just meet. Just as kids need proper nutrition to fuel their minds and bodies, teams need the right ingredients to leverage their collective power – to have motivated members who share their ideas, feel heard, and take action. Whether you are participating on a Coordinated School Health Team, Michigan Action for Healthy Kids Coalition Regional Team, Team Nutrition, or another team, you will leave this action-packed session with practical strategies to enhance your team's effectiveness, whether you are the long-time team leader, or the newbie at the table.

10:30 a.m.

Break with the Exhibitors

11:00 a.m.

Morning Workshops (All sessions are repeated at 1:45 p.m.)

A-1. Making It Happen

*Dayle Hayes, MS, RD, President
Nutrition for the Future, Inc., Billings, MT*

Anyone—students, parents, teachers, food service staff, administrators, or school boards—can jumpstart local efforts to improve school nutrition and physical activity environments. If you want to make some changes in your school, you don't have to reinvent any wheels—and you don't have to go it alone. Ms. Hayes will provide a wealth of practical information on the "success stories" taking place throughout Michigan and the United States in the areas of nutrition and physical education.

A-2. Developing Partnerships with School Leaders to Create Healthy School Environments

*Deborah Grischke, MS, CFCS, Project Manager
Michigan Nutrition Network
Michigan State University Extension, East Lansing, MI*

School health education provides vital academic and support activities that strengthen student performance and help reduce barriers to student learning. With increased pressure on schools, limited time, and shrinking budgets, how can you make a difference in the health of students? This session will show you how the education system works at the school, district, state and national levels and provide you with practical tips on how to work with educators, administrators, and policymakers to help create healthy school environments for students and staff.

A-3. Resources from Healthy School Action Tool (HSAT) Spring to Life

Sharon Toth, MPH, RD, Coordinator
School Food Service Programs
United Dairy Industry of Michigan, Okemos, MI

Ann Guyer, RD, Associate Program Leader, Team Nutrition
Michigan State University Extension, East Lansing, MI

Join us for a **live tour** via the Internet of HSAT's eight modules, focusing on resources available module by module, to help your school implement positive changes to create a healthier school environment. Sample materials will be available, so come browse and get a “hands-on” look. This session is for you if you're interested in learning about:

- How to make school celebrations healthier
- Benefits of recess before lunch
- Innovative fundraising ideas
- Ideas for teaching nutrition
- Getting kids active throughout the day

A-4. Team Troubleshooting

Lisa Silverberg, MA, Principal
Process Matters, LLC, Silver Spring, MD

Even teams of well-intentioned, dedicated members run into rough spots. Some growing pangs are inevitable, and teams do survive them, even though when they are occurring, you may feel the group is doomed! In this session, participants will learn some steps that can be taken to avoid/minimize predictable obstacles. Collective wisdom and experience in the room will be harnessed to identify strategies for overcoming common team challenges.

A-5. Farm-to-School Programs: Get Out of Your Silo

Marla J. Moss, MS, RD, Supervisor
Food Distribution Program
Michigan Department of Education, Lansing, MI

Christine White, BS, Director of Agricultural Policy
Michigan Department of Agriculture, Lansing, MI

Suzanne Brown, Food Service Director
Greenville Public Schools, Greenville, MI

Interested in starting a school garden, having a fundraiser using local farm products, integrating gardening into the curricula, or bringing more Michigan-grown fruits and vegetables into the school lunchroom? Get the latest on these and other farm-to-school programs throughout Michigan. Join a panel of state and local experts as they discuss their challenges and successes in bringing more fresh, locally-grown produce into our schools.

A-6. Rolling Out Safe Routes to School in Michigan: How to Get Started and Keep Moving

C. Lee Kokinakis, PhD, Director of Curriculum and Instruction, Governor's Council on Physical Fitness, Health and Sports, Okemos, MI

The Safe Routes to School (SR2S) Michigan pilot project will be described through the voices and stories of school team members involved in the initiative. The two-year Michigan project, designed to increase walking and biking to school along safe routes, involved 11 schools in the field-testing of a comprehensive SR2S toolkit. Individuals from pilot schools will be on hand to answer questions.

12:00 Noon

Recess—Before Lunch!

Join us for a special wellness activity!

12:30 p.m.

Healthy Lunch!

1:30 p.m.

Move to Break-outs

1:45 p.m.

Afternoon Workshops

B-1. Making It Happen

Dayle Hayes, MS, RD, President
Nutrition for the Future, Inc., Billings, MT

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Process Matters, LLC, Silver Spring, MD

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2:45 p.m.

Break

3:00 p.m.

Closing Plenary: Role Modeling and Wellness

Join us for an energizing and inspired closing session!

4:00 p.m.

Must-Be-Present-To-Win Raffle and Closing Remarks

4:15 p.m.

Adjourn



Michigan Action For Healthy Kids Coalition Meeting

**Michigan Action for
Healthy Kids™**

MARCH 11, 2005

8:00 - 8:30 a.m.

Registration and morning refreshments

8:30 a.m. - 12:30 p.m. Meeting

Join forces to take action to improve students' well-being through healthy eating and physical activity.

Help us work to achieve our two goals:

- I. Ensure that healthy snacks and foods are provided in vending machines, school stores and other venues within the school's control.
- II. Provide all children, from pre-kindergarten through grade 12, with quality daily physical education that helps develop the knowledge, attitudes, skills, behaviors and confidence needed to be physically active for life.

Be the first to hear about (and receive) Michigan's toolkit that outlines a roadmap and provides tools for a healthy school environment. It includes powerpoint presentations and other valuable resources to make the case for healthy schools and healthy kids. Get new ideas for environmental changes from Michigan school success stories. Learn easy steps to implement Michigan State Board of Education policies!

There is no fee for the March 11 meeting, but you must pre-register using the form on page 10.

Dress is business casual attire.

Agenda also includes:

- ✍ HSAT Live and Online
- ✍ Pilot Schools Lessons Learned
- ✍ Update on Regional Groups



DIRECTIONS

Grand Traverse Resort

100 Grand Traverse Boulevard
Acme, Michigan
231-938-2100 or 800-748-0303
www.grandtraverseresort.com

Don't forget to use the hotel registration form on page 11 to make your hotel reservations by February 9, 2005 to ensure the conference rate of \$65 plus tax and resort fee.

DIRECTIONS TO GRAND TRAVERSE RESORT

From West Michigan:

Go north on US-131 until you reach M-72 in Kalkaska. Go west on M-72 approximately 15 miles to Acme. Go north on U.S.-31 about 1/2 mile. The Resort will be on the east (right) side of the road.

From Detroit and Southeast Michigan:

Take I-75 north through Saginaw, until you reach M-72. Go west on M-72 at the Grayling exit, then approximately 30-35 miles through Kalkaska into Acme. Go north on U.S.-31 about 1/2 mile. The Resort will be on the east (right) side of the road.

From Lansing:

Take 127 north to exit 254 just beyond the merge with I-75. This exit will turn into M-72. Go west on M-72 approximately 35-40 miles. Go north on U.S.-31 about 1/2 mile. The Resort will be on the east (right) side of the road.

From Cherry Capital Airport:

Take Airport Access Road north through the light to U.S.-31 and turn right (north). Go north on U.S.-31 approximately 10 minutes to the intersection of U.S.-31 and M-72. Continue through the light and the resort will be on the right side of the highway.

CONFERENCE SUPPORTERS

Presented by:



In collaboration with:



Thank you to our partnering organizations:

American Heart Association--Greater Midwest Affiliate

Governor's Council on Physical Fitness, Health & Sports

Michigan Association for Health, Physical Education, Recreation & Dance

Michigan Parent-Teacher-Student Association

Michigan School Food Service Association

Michigan State University Extension

REGISTRATION FORM

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE REGISTERING. MAKE SURE YOU COMPLETE BOTH SIDES OF THE FORM.



1. Please complete the registration form on the opposite page in its entirety. TYPE OR PRINT CLEARLY.
2. The form must be received by **JANUARY 24, 2005** to ensure receipt of the early registration rate.
3. Faxed registration forms are accepted and encouraged to reserve a space at the conference. Payment may follow in the mail if necessary.
4. **DO NOT ASSUME YOU ARE REGISTERED FOR THE CONFERENCE UNLESS YOU RECEIVE WRITTEN CONFIRMATION WITHIN TWO WEEKS OF MAILING OR FAXING YOUR REGISTRATION FORM.**
5. The early registration rate of \$75 is in effect until January 24, 2005 only. All registrations received after January 24 will be subject to the full registration fee of \$125.
6. There is no fee for continuing education credits.
7. The School District Team rate applies **ONLY to school teams** as described on page 2 of this brochure. Non-school groups or organizations and groups of university students DO NOT qualify for this rate.

You may FAX or MAIL your registration form to:

Healthy Schools Conference
c/o Diversified Management Services
P.O. Box 423 Eaton Rapids, MI 48827
FAX: 517-663-5245

FIRST NAME

LAST NAME

DEGREE

TITLE

ORGANIZATION

MAILING ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

FAX

E-MAIL

Conference Workshop Registration

To help us determine room sizes, please indicate which workshop sessions you plan to attend. Use the NUMBERED DESIGNATIONS provided in the agenda. (Eg., A-1, B-2-, etc.)

Morning Workshops: 11:00 a.m. _____

Afternoon Workshops: 1:45 p.m. _____

March 10 Conference Registration for Individuals

Fee Required—Check the applicable registration category.

- ☐ **Early registration** (by January 24)—\$75 per person
- ☐ **Full registration** (after January 24)—\$125 per person
- ☐ **Exhibit staff with lunch; not attending sessions**
\$25 per person
- ☐ **Sponsor using complimentary registration**—No charge
- ☐ **Committee/Planning Partner using complimentary registration**—No charge

March 10 Conference Registration for School District Teams of FOUR OR MORE.

Teams should include at least one school board member, one administrator, and either two other school staff members (school nurse, teacher, dietitian, food service staff, psychologist, or counselor), OR one school staff member and one PTA/PTO leader.

- ☐ Early Team Registration (by January 24)—\$65 per person
- ☐ Full Team Registration (after January 24)—\$115 per person
- ☐ I am part of the _____
School District Team.

Team members (other than yourself) include:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

SCHOOL DISTRICT TEAMS SHOULD SUBMIT THEIR REGISTRATION FORMS TOGETHER, BUT EACH PERSON SHOULD SUBMIT AN INDIVIDUAL FORM.

Payment Information for March 10

- ☐ Check # _____ is enclosed. MAKE CHECK PAYABLE TO HEALTHY SCHOOLS CONFERENCE.
- ☐ Purchase order # _____ enclosed.
- ☐ Check will be mailed prior to or brought to the conference.
- ☐ Please charge my credit card: ☐ VISA ☐ MASTERCARD

CARD NUMBER

EXPIRATION DATE

NAME ON CARD (PRINT CLEARLY)

SIGNATURE

Additional Information

Please check all information that applies to you.

- ☐ I have the following physical requirements:

- ☐ I have the following dietary requirements:

- ☐ You may include my name and address as it appears on this registration form in the conference program.
- ☐ I do not wish to have my name and address included in the conference program.
- ☐ Please send me information on how I can support the conference through sponsorship.
- ☐ Please send me information on exhibiting at the conference.

To help facilitate the Team Building general session, please indicate your profession or role:

- | | |
|---|--|
| <input type="radio"/> Teacher | <input type="radio"/> PTA/PTO leader |
| <input type="radio"/> Administrator | <input type="radio"/> School board member |
| <input type="radio"/> Dietitian | <input type="radio"/> Public health representative |
| <input type="radio"/> Food service staff | <input type="radio"/> Community advocate |
| <input type="radio"/> School psychologist | <input type="radio"/> Other: (designate below) |
| <input type="radio"/> School counselor | _____ |

Are you a Coordinated School Health Team Leader?

- ☐ Yes ☐ No

March 11 Michigan Action for Healthy Kids Coalition Meeting

There is **NO FEE** for this meeting.

- ☐ I will attend the March 11 Michigan Action for Healthy Kids Coalition Meeting—NO CHARGE
- ☐ I will NOT attend the March 11 Michigan Action for Healthy Kids Coalition Meeting.

Box Lunch

- ☐ Yes, I will be staying for the full MAFHK meeting until 12:30 and I would like a box lunch compliments of MAFHK.
- ☐ I require a vegetarian lunch.

HOTEL REGISTRATION FORM

**Grand Traverse Resort and Spa**

Attention: Reservation Department
100 Grand Traverse Village Blvd.
PO Box 404
Acme, MI 49610-0404

Phone: 1-800-748-0303**Fax: 231-938-3859**

.....
CHECK IN TIME: After 4:00 p.m.

CHECK OUT TIME: 11:00 a.m.

**Eat Healthy+Play Hard=Smart Students Conference/MAFHK Training
March 9-11, 2005**

NAME: _____ NUMBER IN PARTY: _____ ADULTS/CHILDREN

COMPANY NAME: _____ PHONE NUMBER: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

EMAIL ADDRESS: _____

HOW YOU WOULD LIKE TO RECEIVE YOUR CONFIRMATION: ☐ EMAIL ☐ POSTAL MAIL

SHARE WITH: _____ FLIGHT #/TIME: _____

ARRIVAL DATE: _____ DEPARTURE DATE: _____

A CREDIT CARD, MONEY ORDER OR CHECK MUST ACCOMPANY THIS FORM IN ORDER TO GUARANTEE YOUR RESERVATION.

CARD NUMBER: _____ EXPIRATION DATE: _____

Cancellation and/or changes affecting arrival/departure dates must be made 72 hours prior to arrival date in order to avoid any penalty charges.

If at time of check-in you wish to pay for your room with cash or check, we require the full amount for ROOM/TAX and RESORT FEE for your entire stay. In addition to the full amount, we also require a \$40.00 cash deposit for incidentals. Any unused portion will be refunded at time of departure.

CARD HOLDER'S NAME: _____ SIGNATURE: _____

ACCOMMODATION REQUEST

All reservation requests must be received by February 9, 2005. Reservation requests received after February 9, 2005 will be made based upon availability. Rates are based on single or double occupancy. Additional adults will be charged \$15.00 per person, per night within the hotel/tower complex.

HOTEL: \$65.00 _____ **TOWER: \$105.00** _____

SPECIAL REQUESTS: _____

Rates are subject to a 6% state tax and 2% local hospitality assessment fee. If tax exempt, please provide a copy of your tax exempt certificate on your organization's letterhead. Room charges must then be paid with a company credit card and check. Your organization is only exempt from the 6% state tax and not the 2% local hospitality assessment fee.

A nightly \$8.95 Resort Fee shall be added to include Coffee and Tea provided in your room. Unlimited use of resort fitness center including cardiovascular and strength training equipment, whirlpool, saunas and indoor pools. High-speed Internet access and Hotel and Tower guests rooms. On Property shuttle service to Cherry Capital Airport and Turtle Creek Casino. Unlimited toll-free and credit card access phone calls. Voicemail message service. Check-in and Check-out gratuities for Bell Staff. Use of safe deposit box, and Free Parking.



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